IN THE CLAIMS

Change the claims to read as shown below.

Change to:

1 - 92. (cancelled without prejudice)

93. (previously presented) A computer-implemented method of value chain management comprising the steps of:

collecting and preparing data from a plurality of data sources, including value chain data, external data and Web data for use in processing;

building a plurality of database tables from said data, wherein the collected data comprise a plurality of different types of data;

integrating the collected data by forming an application database comprising the collected data in a plurality tables using a common schema;

developing a model of a value chain financial performance by an enterprise and a category of value by transforming said collected data with a series of models, and

using said model of value chain financial performance to generate one or more reports summarizing value chain financial performance by enterprise and to complete tasks selected from the group consisting of developing one or more recommendations for improving value chain financial performance, developing one or more predictions related to the impact of one or more changes in value chain operation on value chain financial performance, identifying a list of changes that will optimize value chain financial performance and combinations thereof.

94. (previously presented) The method of claim 93, wherein the common schema is defined by a metadata standard selected from the group consisting of xml and metadata coalition standard.

95. (previously presented) The method of claim 93, wherein the step of developing one or more recommendations comprises the steps of: receiving a request for a recommendation; generating one or more recommendations based on a simulation using the value chain model and transmitting the one or more recommendations.

96. (previously presented) The method of claim 93, wherein the step of developing one or more predictions comprises the steps of: receiving a request for a prediction; generating one or more recommendations based on a simulation using the value chain model and transmitting the recommendation.

97. (previously presented) The method of claim 93, wherein the step of preparing the data further comprises the step of converting the collected data in accordance with a common dictionary that defines attributes selected from the group consisting of units of measure, base currency, element of value names, categories of value names, components of value, enterprise designations, time periods and combinations thereof.

98. (previously presented) The method of claim 93, wherein the generated reports are selected from the group consisting of: a balance sheet, a statement listing a value for each of one or more enterprises in the value chain, a cash flow statement, a statement that identifies a change in value for each one or more enterprises in the value chain over a specified time period, an income statement and combinations thereof.

99. (currently amended) The method of claim 93, wherein the categories of value further comprise a current operation category of value and categories of value selected from the group consisting of real option, market sentiment and combinations thereof.

100. (currently amended) A computer program product for performing a value chain management process with an electronic data processing system, comprising: a computer readable medium; computer program instructions, recorded on the computer readable medium, executable by at least one processor, for performing the steps of:

collecting and preparing data from a plurality of data sources, including value chain data, external data and Web data for use in processing;

building a plurality of database tables from said data, wherein the collected data comprise a plurality of different types of data;

integrating the collected data by forming an application database comprising the collected data in a plurality tables using a common schema;

developing a model of a value chain financial performance by an enterprise and a category of value by transforming said collected data with a series of models, and

using said model of value chain financial performance to generate one or more reports summarizing value chain financial performance by enterprise and to complete tasks selected from the group consisting of developing one or more recommendations for improving value chain financial performance, developing one or more predictions related to the impact of one or more changes in value chain operation on value chain financial performance, identifying a list of changes that will optimize value chain financial performance and combinations thereof

where~~,~~ optimizing value chain financial performance further comprises maximizing the value of the value chain.

101. (previously presented) The computer program product of claim 100, wherein the common schema is defined by a metadata standard selected from the group consisting of xml and metadata coalition standard.

102. (previously presented) The computer program product of claim 100, wherein the step of developing one or more recommendations comprises the steps of: receiving a request for a recommendation; generating one or more recommendations based on a simulation using the value chain model and transmitting the one or more recommendations.

103. (previously presented) The computer program product of claim 100, wherein the step of developing one or more predictions comprises the steps of: receiving a request for a prediction; generating one or more recommendations based on a simulation using the value chain model and transmitting the recommendation.

104. (previously presented) The computer program product of claim 100, wherein the step of preparing the data further comprises the step of converting the collected data in accordance with a common dictionary that defines attributes selected from the group consisting of units of measure, base currency, element of value names, categories of value names, components of value, enterprise designations, time periods and combinations thereof.

105. (previously presented) The computer program product of claim 100, wherein the generated reports are selected from the group consisting of: a balance sheet, a

statement listing a value for each of one or more enterprises in the value chain, a cash flow statement, a statement that identifies a change in value for each one or more enterprises in the value chain over a specified time period and combinations thereof.

106. (previously presented) The computer program product of claim 100, wherein the categories of value further comprise a current operation category of value and categories of value selected from the group consisting of real option, market sentiment and combinations thereof.

107. (previously presented) The computer program product of claim 100, wherein value chain data are obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, external databases, the Internet and combinations thereof.

108. (currently amended) A value chain system, comprising a computer with at least one processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

collect and prepare data from a plurality of data sources, including value chain data, external data and Web data for use in processing;

build a plurality of database tables from said data, wherein the collected data comprise a plurality of different types of data;

integrate the collected data by forming an application database comprising the collected data in a plurality tables using a common schema;

develop a model of a value chain financial performance by an enterprise and a category of value by transforming said collected data with a series of models, and

use said model of value chain financial performance to generate one or more reports summarizing value chain financial performance by enterprise and to complete tasks selected from the group consisting of develop one or more recommendations for improving value chain financial performance, develop one or more predictions related to the impact of one or more changes in value chain operation on value chain financial performance, identify a list of changes that will optimize value chain financial performance and combinations thereof

where~~,~~ the model of value chain financial performance by enterprise and category of value is continually refined in an automated fashion.

109. (previously presented) The value chain system of claim 108, wherein the common schema is defined by a metadata standard selected from the group consisting of xml and metadata coalition standard.

110. (previously presented) The value chain system of claim 108, wherein the step of developing one or more recommendations comprises the steps of: receiving a request for a recommendation; generating one or more recommendations based on a simulation using the value chain model and transmitting the one or more recommendations.

111. (previously presented) The value chain system of claim 108, wherein the step of developing one or more predictions comprises the steps of: receiving a request for a prediction; generating one or more recommendations based on a simulation using the value chain model and transmitting the recommendation.

112. (previously presented) The value chain system of claim 108, wherein the step of preparing the data further comprises the step of converting the collected data in accordance with a common dictionary that defines attributes selected from the group consisting of units of measure, base currency, element of value names, categories of value names, components of value, enterprise designations, time periods and combinations thereof.

113. (previously presented) The value chain system of claim 108, wherein the generated reports are selected from the group consisting of: a balance sheet, a

statement listing a value for each of one or more enterprises in the value chain, a cash flow statement, a statement that identifies a change in value for each one or more enterprises in the value chain over a specified time period and combinations thereof.

114. (previously presented) The value chain system of claim 108, wherein the categories of value further comprise a current operation category of value and categories of value selected from the group consisting of real option, market sentiment and combinations thereof.

115. (previously presented) The value chain system of claim 108, wherein value chain data are obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, external databases, the Internet and combinations thereof.

116. (previously presented) A computer program product for performing a value chain management process with an electronic data processing system, comprising: a computer readable medium; computer program instructions, recorded on the computer readable medium, executable by at least one processor, for performing the steps of:

collecting and preparing data from a plurality of data sources, including value chain data, external data and Web data for use in processing;

building a plurality of database tables from said data, wherein the collected data comprise a plurality of different types of data;

integrating the collected data by forming an application database comprising the collected data in a plurality tables using a common schema;

creating a model of a value chain financial performance by enterprise and category of value by transforming said collected data with a series of models, and

using said model of value chain financial performance to generate one or more reports summarizing value chain financial performance by enterprise and to complete tasks selected from the group consisting of developing one or more recommendations for improving value chain financial performance, developing one or more predictions related to the impact of one or more changes in value chain operation on value chain financial performance, identifying a list of changes that will optimize value chain financial performance and combinations thereof

where the model of value chain financial performance by enterprise and category of value further comprises a causal model that identifies a contribution for each of one or more elements of value to an enterprise value by a category of value and a component of value.

117. (previously presented) The computer program product of claim 116, wherein the common schema is defined by a metadata standard selected from the group consisting of xml and metadata coalition standard.

118. (previously presented) The computer program product of claim 116, wherein the step of developing one or more recommendations comprises the steps of: receiving a request for a recommendation; generating one or more recommendations based on a simulation using the value chain model and transmitting the one or more recommendations.

119. (previously presented) The computer program product of claim 116, wherein the step of developing one or more predictions comprises the steps of: receiving a request for a prediction; generating one or more recommendations based on a simulation using the value chain model and transmitting the recommendation.

120. (previously presented) The computer program product of claim 116, wherein the step of preparing the data further comprises the step of converting the collected data in accordance with a common dictionary that defines attributes selected from the group consisting of units of measure, base currency, element of value names, categories of value names, components of value, enterprise designations, time periods and combinations thereof.

121. (previously presented) The computer program product of claim 116, wherein the generated reports are selected from the group consisting of: a balance sheet, a statement listing a value for each of one or more enterprises in the value chain, a cash flow statement, a statement that identifies a change in value for each one or more enterprises in the value chain over a specified time period, a report listing a value for each of one or more elements of value, a report listing a value for each of one or more real options, a report listing a value for market sentiment, a statement that identifies a change in value for one or more elements of value over a specified time period, a statement that identifies a change in value for one or more real option values over a specified time period, an income statement, a statement that identifies a change in value for market sentiment over a specified time period and combinations thereof.

122. (previously presented) The computer program product of claim 116, wherein the categories of value further comprise a current operation category of value and categories of value selected from the group consisting of real option, market sentiment and combinations thereof and the components of value comprise a revenue component of value and components of value selected from the group consisting of expense, capital change and combinations thereof.

123. (previously presented) The computer program product of claim 116, wherein creating a model of a value chain financial performance by enterprise and category of value by transforming the collected data with a series of models further comprises using the series of models to complete analyses selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more enterprises, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between enterprises, developing one or more composite variables, developing one or more enterprise vectors, developing one or more causal enterprise impact summaries, identifying a best fit combination of algorithm and causal enterprise impact summaries for modeling value chain market value and each of the components of value, creating models using transaction data, determining a net enterprise impact for each category of value, determining a relative strength of each enterprise between two or more value chains, counting one or more keywords, developing one or more real option discount

rates, calculating one or more real option values, calculating a value chain market sentiment value by enterprise and combinations thereof.

124. (previously presented) The computer program product of claim 116, wherein the one or more elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, equipment, information, information technology, intellectual property, partnerships, processes, supply chains, vendors, vendor relationships and combinations thereof.